

Willard
STORAGE BATTERY

What Keeps a Battery Young

To be reliable, a storage battery must have well-made plates.

Battery solution must be proper strength and required purity.

Battery jars must be mechanically strong and must allow no leakage of current or battery solution.

But it's the insulation between the plates that keeps that battery full of life and adds months to its term of useful service.

Drop in and ask us to tell you about Threaded Rubber Insulation, and some of the records it has made in keeping batteries on the job far beyond what used to be the battery age limit.

Ozburn-Abston Co.

Distributors—610 Monroe Ave.—Al Bridge. We test, repair and recharge storage batteries and always carry a full supply of battery parts, new batteries and rental batteries for all makes of cars.



INDUSTRY REALIZING NEED OF MOTOR TRUCK

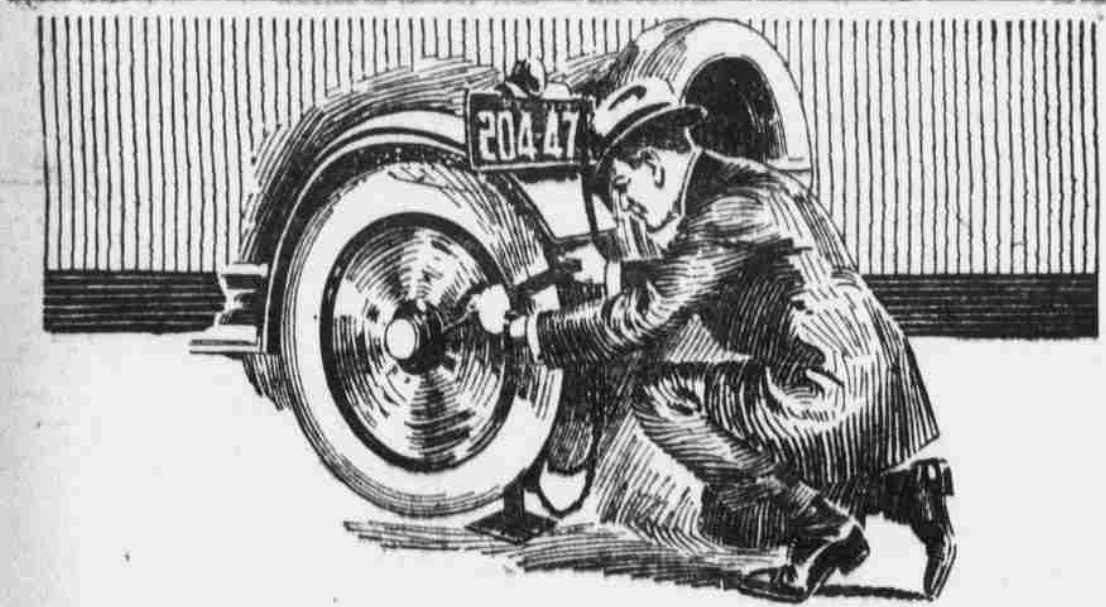
"The necessity for maintaining motor truck equipment and competent drivers in case of transportation tieups, strikes or other troubles, is a problem industry is giving serious attention to," says G. C. Frey, of the Kiesel Motor Car company.

"The recent railroad strike in Great Britain, which business men estimate the probable total loss to the nation as approximately \$250,000,000, is a

striking example. I understand that not only did the British government pay bills amounting to \$1,000,000 each striking day, but the loss to industry is far greater. In that perishable goods were destroyed, factories closed their doors and export trade seriously affected.

"Likewise here in the United States, it is unofficially estimated that strikes and lockouts have cost \$25,000,000 in wages to workers and \$100,000,000 in production losses to employers since Jan. 1, 1915.

Kiesel are handled locally by the Mississippi Valley Motor Car corporation, temporary headquarters, Hotel Chicago.



This is What a Skid Does!

It actually grinds away the tire's tread—stretches and weakens the fabric—causes inevitable punctures and blowouts.

Every time you skid you grind off miles and miles of tire service and no matter how careful a driver you may be, when roads are wet and slippery it is next to impossible to avoid skidding unless your tires are equipped with

WEED TIRE CHAINS

For Protection and Preservation

Weed Chains insure safety, economy and tire protection—Always put them on "At the First Drop of Rain."

Weed Chains are also made to satisfactorily meet the demand for an efficient traction and anti-skid device for trucks equipped with single and dual solid tires or with the very large pneumatic tires. They satisfactorily meet the requirements of heavy truck service in mud, sand or snow.

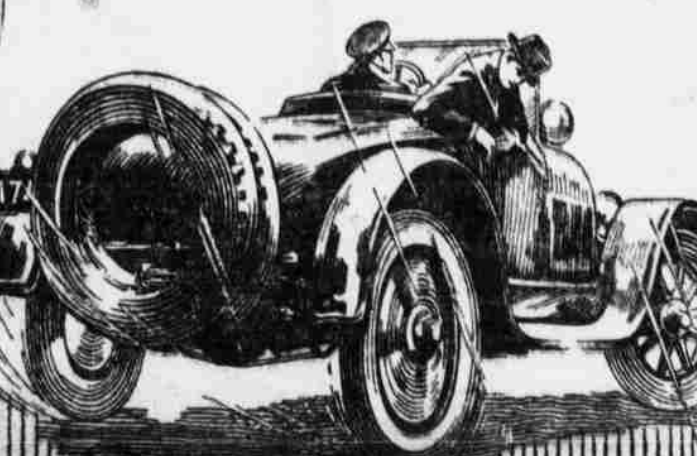
AMERICAN CHAIN COMPANY, INC.

BRIDGEPORT CONNECTICUT

Largest Chain Manufacturers in the World

The Complete Chain Line—All Types, All Sizes, All Finishes—From Plow Chains to Ship's Anchor Chain

General Sales Office: Grand Central Terminal, New York City. District Sales Offices: Chicago, Pittsburgh, Philadelphia, San Francisco, Boston, Portland, Ore.



TRUCK LINES ARE URGED AS MEANS OF FIGHTING H. C. L.

Systematic organization of motor truck express lines already in operation and intelligent inauguration of new routes will afford at least a partial solution to the present high cost of living problem according to men prominent in industry and commerce.

Lack of adequate transportation is one of the chief reasons offered for the present crisis. In many cities, government and state officials are investigating food waste which, according to the commission men, may be traced directly to transportation delays.

There are numerous instances of commission firms having been indicted for the wholesale disposal of foodstuffs, which the commission men claim, were delivered by railroads in unsuitable condition.

Efficient organization of the motor truck lines in various communities with the idea of eliminating the possibility of idle trucks and light return loads will go far toward solving this transportation problem and reducing transportation costs. In the opinion of many who have given this phase of the matter careful consideration.

To obtain maximum returns from motor truck transportation, the numerous lines now operating should be systematically organized, according to E. A. Williams, Jr., president of the Garford Motor Truck company, who has devoted considerable time to the study of the transportation problem.

Without a unity of purpose there is a capacity waste in every community. This naturally results in a loss of tonnage and increased costs. It has been said that 70 per cent of the motor trucks operating in the United States during 1915 traveled empty one way. From these figures it was estimated there was a capacity waste of 25,000,000 tons during the year.

With the establishment of highway transportation commission in the various states and the organization of transportation bureaus in many of our cities this tonnage waste is being eliminated. In several cities the haulage concerns have formed associations and have established central offices from which the motor truck transportation activities of that particular community are directed. These associations are affiliating with associations in nearby cities in order to further decrease the possibility of idle trucks and light return loads and to increase the general efficiency of the service.

"The motor truck actually has become a public utility in many localities. Entire communities are depending upon it as a means of supply. It has become equally as essential as the railroad and waterway."

To obtain maximum efficiency, the transportation units of the country—the railway, waterway and highway—should be linked up systematically. More highways should be built, the present highways improved and a greater number of motor express lines touching those sections not reached by either rail or water, should be created.

"That such a system would have important bearing upon reducing the cost of living is apparent. Available government figures show that in 1913 the cost of shipping by truck throughout the country was from 10 to 20 cents per ton mile lower than the cost of horse-drawn vehicles. One can at least imagine what this will amount to in a year."

"Speakers before a recent convention of retail and wholesale grocers in Toledo voiced the opinion that their hope of reducing prices lay in the motor truck. Practically an entire session of the convention was devoted to the subject of the transportation problem.

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which they deemed highly responsible for the present high costs.

"One speaker, an officer of the general commission, declared that the motor truck held the actual solution to the problem."

"The recognition of the motor truck as a transportation factor, coming from men who analyze and understand conditions governing the markets is noteworthy and should be taken as a convincing proof of its worth."

The Memphis Overland company is agent for Garford trucks.

TIRE SHOP IS NOT UNLIKE SHOE SHOP

Buying a set of tires, especially truck tires, is not unlike buying a pair of shoes. The tire shop, like the shoe shop, displays many sizes and many styles.

"Do you want them for dancing, walking, running, or just plain everyday business?" asks the shoe clerk.

"Do you want them for speed on country roads, for use in the city running to fires, or for just plain everyday business?" asks the tire salesman.

A particular tire for each customer's needs is the modern mode of the tire dealer. Glance into his shop windows. See his display of truck tires, small and large, and you will see the tire salesman.

Few laymen can name each type. There is the removable, the pressed on, the cup type, the solid, the massive giant solid, the fabric pneumatic and the cord pneumatic. Prices for a single tire range from a few dollars for a thin strip of rubber to approximately \$50 for the largest size pneumatic.

From the earliest inventions and improvements in solid rubber tires to the latest development in giant cord tires covers only a short span of time, but a span of time that sufficed for the development of thousands of ideas in the production and various uses of these ideas survive today," said G. K. Meek, local Firestone manager. These ideas are represented by the various types of tires the dealer now displays.

"We have a truck tire of the right type for every truck need. It is up to the dealer to discover the prospective buyer's need and prescribe."

"For business reasons, if no other, we make a recommendation that is in the best interest of the buyer's pocket."

"If we looked to the day's sales only we would try to put giant cords, the most expensive tires, on every car capable of carrying them. We would be no more likely to get rich, however, than if we sold a pair of \$100 shoes to every man who came in."

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You Already Know

It is the Dainty Enclosed Model of the Car Men Everywhere Praise so Highly

The Essex Sedan

A legion of friends waited the coming of the Essex Sedan. It came, already known, in a sense. The touring model foretold its quality and performance. It hinted the dainty beauty to be expected.

So men bought the first Essex Sedans, unseen, solely on what they knew of the touring model.

Now It Speaks For Itself

More than 1,500 Essex Sedans are now in service. Every day more than 100 new Essex owners are added. Of these, a large proportion get Sedans. It is becoming the popular all-seasons car.

Just hear what owners say of the way it excels its promise. Their chief joy is in its nimbleness. Abundant surplus power handles the extra weight of the Sedan with ease.

That is why many buy it, who formerly found enclosed cars too sluggish to be desirable.

Big Car Performance Small Car Economy

These days everyone is talking about the Essex Sedan. You will hear much that may lead you to regard it as a large high-priced car, because owners in describing it invariably compare it with big costly cars.

Their speech reflects the spaciousness of its interior; its luxury finish; its solidness and quiet riding ease. All qualities usually regarded as exclusive to big expensive cars.

Yet the Essex is not a large car. It has the wanted big car qualities. But it also enjoys such advantages as upkeep economy, handling ease and liveliness, that are exclusive to light weight cars. Any

motorist knows that such quality, material and workmanship, would be impossible in a big car at the Essex price.

Essex Size No Bar to Supreme Performance

One owner writes: "The Essex proves that size is no more essential to fine performance in a motor car, than in a watch. It is just the best car qualities in a small case."

The Essex was designed as just such a car. How it met our aim is best answered by what thousands who own and know the Essex, say of it. Come and ride in the Sedan. See if you too find the appeal, that won so many admirers.

Women like its daintiness. The finish and pleasing appointments gratify discriminating taste. It is the sort of car you instinctively expect to see in any gathering of fine motors.

But it is Essex performance and endurance that must always appeal strongest to men. Power for the hills, speed and endurance to which no distance is a barrier, alertness and prompt pick-up in crowded traffic—these are qualities which will always win the affection of thorough-going motorists.

Another member of the Essex family that will especially interest those to whom smartness, combined with supreme performance appeals, is the Essex Roadster.

From the first Essex popularity has been the motor sensation of the year. Because in the Essex men found qualities they never hoped to obtain except in high-priced cars.

With two buyers waiting for every Essex we can produce, it is obvious that you must act promptly to secure an early delivery.

MEMPHIS MOTOR CAR CO.

987 UNION AVE.

Member of Memphis Auto Dealers' Association.

PHONE HEM. 6100.

JENTLE JABZ

(From the Punch, Maxwell-Clairmont House Organ.)

BY CHRISTY WALSH.

Football is back on a peace time basis. This is the one sure way of ratifying the actuality of peace.

A year ago the Yanks were holding the line on every battlefield in Europe; today they are bucking it on every gridiron in America.

Flying bullets Over There were soft compared to flying tackles Over Here. When Turk was knocked cold they went on playing, without a substitute. Next, Ferdinand was felled for the water bucket and was tucked away in a blanket. No substitutes.

In despair, Ludy and Bindy, touted vets of the backfield, tried to make their yards through Chateau Thierry and were held for days. They lost the ball and the roughhouse was finally halted on their own five-yard line, with the Yanks in possession of the pigskin.

A football war have been raging yet. What are a couple of broken needs if dear old alma mater triumphs? What if the entire squad is knocked for a touchdown, providing a bunch of scrubs are waiting on the side lines? Resource is the ultimate factor in any competitive situation—war, football or selling automobiles.

You've got to do a lot of mental dodging to wiggle through a scattered field of opposition. When you hit the old dotted line give 'em everything you've got. If they stop on one end, try it around the other. If you find you cannot make the distance yourself, pass it to the other fellow.

Team work is the one great item. With the right kind of interference (assistance) from the service men, the hard man and the used car man, you should over the dotted line on every scrimmage.

Carry the game into the other fellow's territory. Take the ball on the kick-off in the end zone and keep going till the whistle blows. Hit hard and tackle clean. When you stop, consider it a victory. Put him out of the running, but don't try to put him out of business.

Every star team has its back and every back team has its star. Many a bold warrior has strutted into the Yale bowl only to be "left in the soup." It is not where you play, but how you play, that wins a letter on the variety of experience.

Little old Laidde, Missouri, produced John J. Pershing and has it on the U. S. A. No matter how small your sphere, you can produce John J. Pershing and have it on the world.

will be found particularly true in the new Buick Model K series for they possess an unusual design in their coach building, superb exterior finish and a degree of quality and refinement quite out of the ordinary in exterior appointments and upholstery.

They have rapidly won the admiration and approval of the closed car owners of such quality and value at our surprisingly moderate price.

This is very easily explained as in the case of each 1918 Buick model. Our mammoth sales and manufacturing facilities give us wonderful opportunities and advantages, such as large production, modern methods of manufacturing, large purchasing power, established sales agencies and the constant planning and experimenting of our entire organization to take care of the needs of each new season.

Brings forth. This is not particularly an exclusive Buick condition but possibly be the working plans of other motor car manufacturers which only goes to show how much and how well all manufacturers have at heart the future comfort and convenience of motor car purchasers.

PACKARD PLANT IS BEING ENLARGED Both an increase in output and a more uniform production of the various sizes of the truck it build will follow the completion of a substantial addition new car company's factory.

More than \$1,750,000 is being invested in the building and its equipment. The excavating is under way, and the addition will be in operation in about six months.

With these expanded facilities at its command, Packard will be able to turn out three sizes of trucks, for instance, its three-ton, its five and its two-ton, simultaneously. This will affect favorably the delivery to distributors, and through them to users. So far, Packard has had to run on one size until a sufficient quantity was on hand, then change over its tools, jigs and fixtures for a run on another size. This limitation affected manufacturing costs, but was even more keenly felt in the matter of deliveries.

Assured by present conditions of a continued heavy demand for its cars, Packard is building toward a steady production of about 1,000 trucks a month.

The addition is to be a three-story building, of standard factory construction, adding 150,000 square feet of floor space to the Packard's present total of 50 acres.

Car Upholsterv

Upholstery is everything to a car—the finishing touch to serviceability, satisfaction and comfort. The highest grade materials and skilled workmanship, coupled with honest prices, are reflected in our long list of satisfied customers. Upholstery and seat covers for any make of car, tailored to fit and to stay fitted.

McCreery